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I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on the below date:
 Date: July 17, 2007 Name: Scott A. Timmerman Signature: /Scott A. Timmerman/

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln of: Elliot Yasnovsky et al.

U.S. Patent Application Serial
 No.: 10/700,837

Filing Date: November 3, 2003

For: SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

BHGL Ref. No.: 12729/38
 Yahoo! Ref. No.: Y00239US01

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

Mail Stop Amendment
 Commissioner for Patents
 P. O. Box 1450
 Alexandria, VA 22313-1450

TRANSMITTAL

Sir:

Attached is/are:

- ☒ Amendment and Remarks
☐ Return Receipt Postcard

Fee calculation:

- ☒ No additional fee is required.
☐ Small Entity.
☐ An extension fee in an amount of \$_____ for a _____ () month extension of time under 37 C.F.R. § 1.136(a).
☐ A petition or processing fee in an amount of \$_____ under 37 C.F.R. § 1.17(____).
☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x \$100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$		Total	\$

Fee payment:

- ☐ A check in the amount of \$_____ to cover the above-identified fee(s) is enclosed.
☐ Please charge Deposit Account No. 23-1925 in the amount of \$_____.
☐ Payment by credit card in the amount of \$_____ (Form PTO-2038 is attached).
☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

/Scott A. Timmerman/

July 17, 2007
 Date

Scott A. Timmerman (Reg. No. 55,678)